

Artwork Guidelines

For your artwork to be produced accurately and as intended, please ensure that our artwork requirements below are followed. This applies both to artworks your company has created, and artworks supplied from a third-party or end user. If confused by any of these guidelines please do not hesitate to get in touch with one of the team.

All artwork must be supplied:

- According to, or on, our templates supplied (if applicable).
- With 5mm bleed for standard prints (when scaled to full-size) or as requested by Design East.
- Any bleed should not be overlapped by crop/bleed marks, colour bars, or any other registration marks.
- Using the artboard/page boundary (or crop marks) to indicate the finished size. If crop marks are used, they should be outside of any bleed areas.
- With each artwork/design as a separate file or page
- With each file name including the finished dimensions and a description (eg. "3m x 1m Description.pdf"), also including the quantity if applicable (eg. "3m x 1m Description x 6.pdf")
- At the correct width-to-height ratio
- In CMYK colour mode
- With all images embedded
- With all fonts converted to outlines/curves/shapes
- With all visible in-canvas template elements removed
- With no keylines/trim lines present

Accepted file formats:

PDF

EPS (Encapsulated PostScript)

AI (Adobe Illustrator)

TIFF (recommended flattened)

JPG/JPEG (recommended high-resolution)

Once your artwork is ready to upload, please use our upload service:

<https://designeast.wetransfer.com/>

If provided artwork was designed with, or exported from a non-Adobe application, please advise us, ensure to follow all of our artwork requirements, and use a modern PDF generator.

Pantone Colours and Colour Matching

Please note that Pantone colours with effects applied (such as transparency), will often not print as intended and may result in a solid colour. When using effects and transparency, please only use CMYK colours.

While our software is able to handle the conversion of Pantone colours to CMYK, due to the various factors involved, such as printing methods, substrate qualities and lighting, the result will not always be as intended.

For these reasons, if you or your client would like to match to a specific colour, we encourage you to first order a small test print on the desired material. This could contain either a small version of the entire artwork, or a collection of different colour values/Pantones. This would then be delivered to you, and a decision can be made on the result.

Notes

Please note that we cannot be held responsible for issues contained in the supplied artwork itself such as spelling mistakes, grammatical errors, RGB colour mode, overprint, resolution, missing fonts, missing images and layers set to non-printing.

Artwork not supplied to our requirements will likely render an unsatisfactory result. If you are unsure about the artwork you have, please check with us beforehand to ensure there are no complications with your order.

With subjective issues of quality such as image resolution, we will sometimes advise you if the quality is extremely low, though again, we cannot be held responsible if the artwork is supplied in such a manner and isn't suitable for your needs.

Let's do things together. hello@designeast.co.uk
